

DIGITAL

PLATFORMS AND TOOLS FOR INTERNATIONAL TRADE AND LOGISTIC

Presented By:

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01

AGENDA

10:00–10:15 – Introduction. General overview of the webinar, agenda, and schedule

10:15–11:00 – Overview of resources for use when selecting markets for exporting goods abroad

1. Access2Markets

2. Taric consultation

3. ITC – Trade map

11.00–11.45 – Overview of platforms for finding partners and conducting B2B negotiations. Key tools, profile creation, listing products on marketplaces, and selecting companies for partnership.

1. Enterprise Europe Network

2. The Supply Chain Resilience (SCR) platform

3. NAZOVNI ONLINE

Alexandra Sologub – CEO Nazovni Online

4. Ukrainian Export Portal – DIIA business export.

Valentyna Lyashenko – Project manager state institution EEPO

11.45–12.00 – Q and A session

WHY USE ONLINE TRADE & MARKET INTELLIGENCE PLATFORMS?



TO MAKE INFORMED, LOW-RISK DECISIONS WHEN SELECTING FOREIGN MARKETS AND PREPARING FOR EXPORT, LAW EXPENCES AND SOMETIMES FREE OF CHANGE

Why these platforms are essential:

- **◆ Understand market demand before entering a country**
- **◆ Calculate real export costs (customs duties, taxes, tariffs)**
- **◆ Comply with EU market requirements and avoid delays or penalties**
- **◆ Identify trade barriers and risks in advance**
- **◆ Select priority markets based on data, not assumptions**

01

Accurate cost and routing planning
(customs duties, taxes, delivery feasibility, total landed cost)

02

Faster and compliant market entry
(clear requirements, fewer border delays, reduced risk of penalties)

03

Better market and partner decisions
(choosing the right destination markets, volumes, and logistics solutions)



DETERMINATION OF PRODUCT CODE

The Harmonized System (HS) for the Description and Coding of Goods is an international goods nomenclature developed by the World Customs Organization (WCO).

- **More than 5,000 product groups**
- **The basic HS code consists of 6 digits**
- **Countries then add their own subcodes (for example, – UKTZED in Ukraine)**
- **The HS is updated every 5 years**
- **The current version is HS 2022**

National classifiers add further detail at the 7–12 digit level.

21 sections

99 product groups

Goods are classified:

- by material
- by function
- by manufacturing technology

03





20 – Group
2002 – Heading
2002 10 – Subheading
2002 10 10 – Sub-subheading
2002 10 10 00 – Tariff item / Sub-sub-subheading

Project.

Studio Shodwe

Section IV - Prepared foods, beverages, spirits and vinegar; tobacco and manufactured tobacco substitutes

Section IV contains 9 chapters. Choose the chapter that best matches your goods.

16	Preparations of meat, of fish, of crustaceans, molluscs or other aquatic invertebrates, or of insects
17	Sugars and sugar confectionery
18	Cocoa and cocoa preparations
19	Preparations of cereals, flour, starch or milk; pastrycooks' products
20	Preparations of vegetables, fruit, nuts or other parts of plants
21	Miscellaneous edible preparations
22	Beverages, spirits and vinegar
23	Residues and waste from the food industries; prepared animal fodder
24	Tobacco and manufactured tobacco substitutes; products, whether or not containing nicotine, for inhalation without combustion; other nicotine containing products intended for the intake or into the human body

20 01	Vegetables, fruit, nuts and other edible parts of plants, prepared or preserved by vinegar or acetic acid
20 02	Tomatoes prepared or preserved otherwise than by vinegar or acetic acid
20 03	Mushrooms and truffles, prepared or preserved otherwise than by vinegar or acetic acid
20 04	Other vegetables prepared or preserved otherwise than by vinegar or acetic acid, frozen, other than products of heading 2006
20 05	Other vegetables prepared or preserved otherwise than by vinegar or acetic acid, not frozen, other than products of heading 2006
20 06	Vegetables, fruit, nuts, fruit-peel and other parts of plants, preserved by sugar (drained, glacé or crystallised)
20 07	Jams, fruit jellies, marmalades, fruit or nut purée and fruit or nut pastes, obtained by cooking, whether or not containing added sugar or other sweetening matter
20 08	Fruit, nuts and other edible parts of plants, otherwise prepared or preserved, whether or not containing added sugar or other sweetening matter or spirit, not elsewhere specified or included
20 09	Fruit or nut juices (including grape must and coconut water) and vegetable juices, unfermented and not containing added spirit, whether or not containing added sugar or other sweetening matter

▼ Tomatoes, whole or in pieces	2002 10
Peeled	2002 1010 00
Other	2002 1090 00
▼ Other	2002 90
▶ With a dry matter content of less than 12 % by weight	
▶ With a dry matter content of not less than 12 % but not more than 30 % by weight	
▼ With a dry matter content of more than 30 % by weight	
▼ In immediate packings of a net content exceeding 1 kg	2002 9091
Powdered, whether or not containing added sugar, other sweetening matter or starch	2002 9091 10
Other	2002 9091 90
▼ In immediate packings of a net content not exceeding 1 kg	2002 9099
Powdered, whether or not containing added sugar, other sweetening matter or starch	2002 9099 10
Other	2002 9099 90



KEY FACTORS

Key factors logistics and transport companies should consider when identifying the most attractive market

- **Import/Export Statistics**
- **Trends in Demand Growth/Decline**
- **Country Potential and Consumption**
- **Market Entry Conditions**

Trade Volume & Demand Dynamics

Import/export volumes, cargo flows, sector demand growth and long-term logistics needs.

Market Potential & Competitive Landscape

Market size, unmet logistics demand, key competitors, and opportunities for differentiation.

Market Access & Regulatory Conditions

Customs procedures, tariffs, transport regulations, certifications, and trade agreements.

Economic Stability & Country Risk

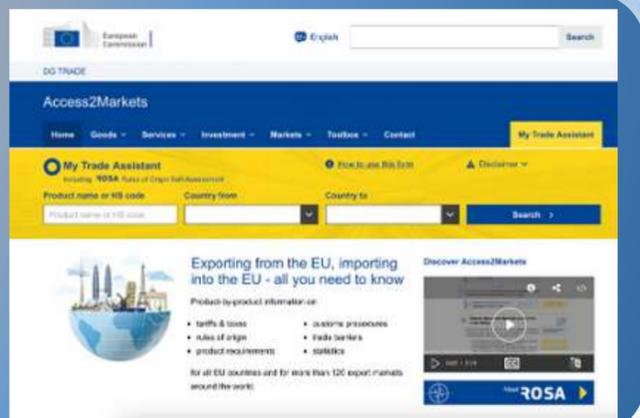
Macroeconomic indicators, political stability, legal environment, and ease of doing business.

Logistics Infrastructure & Connectivity

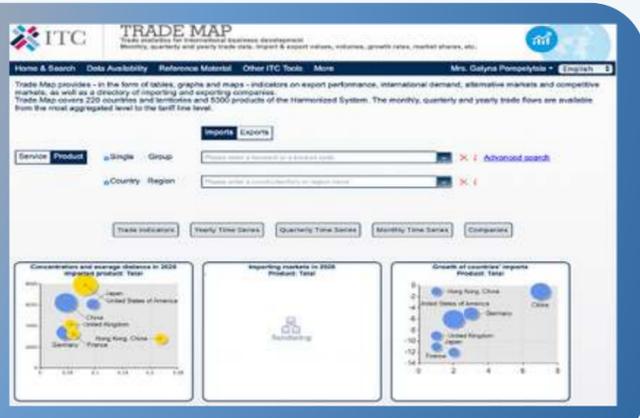
Quality of transport networks, ports and hubs, transit times, costs, and access to regional corridors.

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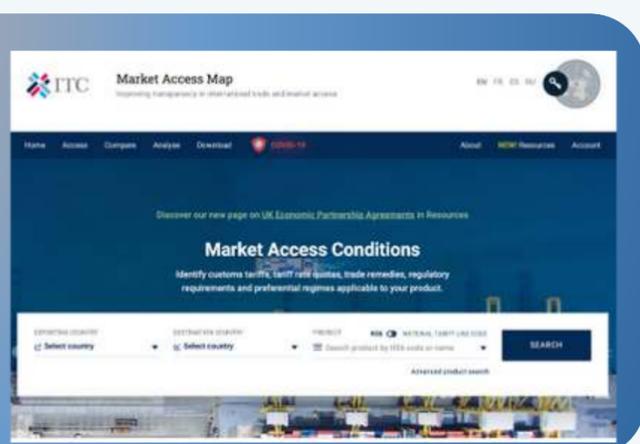
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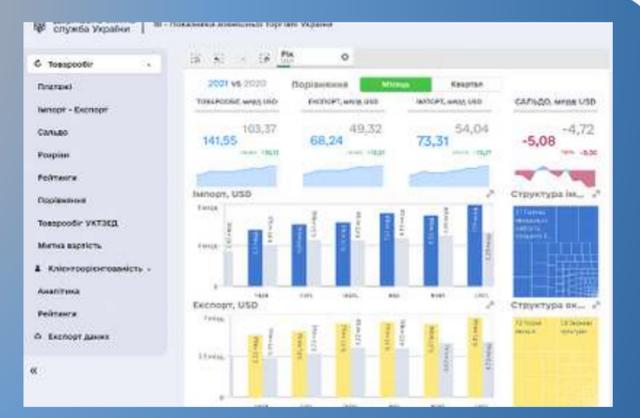
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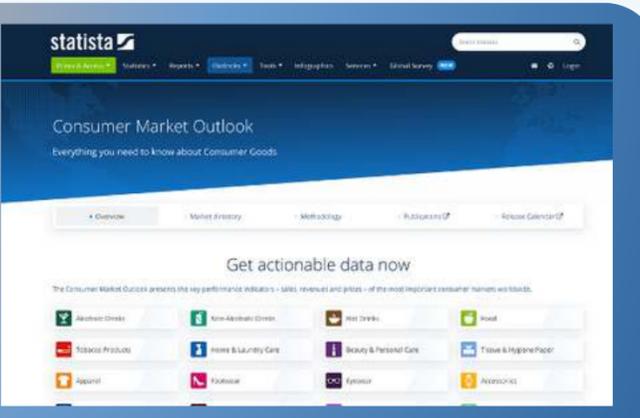
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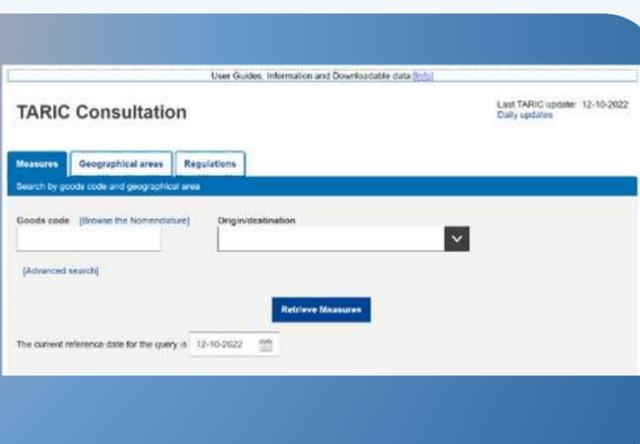
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E



F



VISUAL ODYSSEY

DIGITAL TOOLS



WHY AN ACCESS2MARKTES PORTAL?

- Support **COMPANIES** in their efforts to internationalise their business
- Make it easier to assess export opportunities
- Inform about **TRADE AGREEMENTS** and support their implementation
- Provide information for **ALL PRODUCTS**, for **EACH AGREEMENT** and for **135** export markets
- Break down the legal language into **PRACTICAL INFORMATION** Serve information **EASY TO ACCESS** online, multilingual, on-the-go

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FOUNDATION**
SUPPORTING BUSINESS AND CIVILIANS

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ACCESS2MARKETS

A2M informs on 135 exports markets *



*) Only accessible if the user is personally located within one of the Member States of the European Union, Turkey, North Macedonia, Albania, Montenegro or Serbia.





ACCESS2MARKETS



WHAT INFORMATION COVERED UNDER THE PORTAL

Trade Barriers & Preferential Agreements

- Information on potential trade barriers (e.g. restrictions related to Russia/Belarus)
- Overview of EU preferential trade agreements and their mutual benefits
- Conditions to claim tariff preferences for EU-origin goods (based on reciprocity)
- Guidance to check destination-country conditions before signing contracts
- Access to the full list of EU trade agreements

Import Procedures & Documents

- Import regulations and customs formalities by country
- Required documents (certificates, permits, licenses)
- Rules on customs procedures, packaging, and labeling
- Practical samples and explanations of key documents

Practical Tool: My Trade Assistant

- Market-specific customs duties and requirements for 120+ export markets
- Requires only: product code, country of origin, destination
- Available in English (and partly in German)
- Covers both exports from the EU and imports into the EU

The commodity codes are based on the international HS system.

Only the first six digits of the nomenclature are internationally standardized.

Start your search with the first four digits of the commodity code. Then, select the appropriate six-digit code from the list.



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TRADE MAP

KEY OVERVIEW

Trade Map provides – in the form of tables, graphs and maps – indicators on export performance, international demand, alternative markets and competitive markets, as well as a directory of importing and exporting companies.

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01

Trade Data & Analysis

- Indicators on export performance, international demand, and market competitiveness.
- Visualized through tables, graphs, and maps.

02

Global Coverage

- 220 countries & territories, 5,300 products (Harmonized System).
- Trade flows available monthly, quarterly, yearly, from aggregated to detailed tariff-line level.

03

Business Directory

- Access to importing and exporting companies for networking and market research.



TRADE MAP

Trade statistics for international business development
Monthly, quarterly and yearly trade data: import & export values, volumes, growth rates, market shares, etc.



Home & Search Data Availability Reference Material Other ITC tools More

Ms. Okhromieieva Marina English

Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets and competitive markets, as well as a directory of importing and exporting companies.
Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarterly and yearly trade flows are available from the most aggregated level to the tariff line level.

Imports Exports

Service Product

Single Group

200210 - Tomatoes, whole or in pieces, prepared or preserved otherwise than by

Advanced search

Economy Region

Ukraine

Partner Region

Germany

Trade Indicators

Yearly Time Series

Quarterly Time Series

Monthly Time Series

Companies

Home & Search Data Availability Reference Material Other ITC tools More Ms. Okhromieieva Marina English

Product: 200210 - Tomatoes, whole or in pieces, prepared or preserved otherwise than by vinegar or acetic acid

Economy: Ukraine Partner: Germany

other criteria: Exports Yearly time series by product At the same level (6 digits) Values US Dollar

Product Group: None Country Group: None Partner Group: None

Existing and potential trade between Ukraine and Germany
Product: 200210 Tomatoes, whole or in pieces, prepared or preserved otherwise than by vinegar or acetic acid

Unit: US Dollar thousand

Table Graph Companies Public tenders FDI data Tariff data Standards

Download Time Period (number of columns): 3 per page Rows per page: Default (25 per page)

HS8	Product code	Product label	Ukraine's exports to Germany			Germany's imports from world			Ukraine's exports to world		
			Value in 2022	Value in 2023	Value in 2024*	Value in 2022	Value in 2023	Value in 2024	Value in 2022	Value in 2023	Value in 2024
200290		Tomatoes, prepared or preserved otherwise than by vinegar or acetic acid (excl. whole or in ...	1,955	4,762	4,655	412,342	539,132	513,101	15,142	11,814	32,114
200210		Tomatoes, whole or in pieces, prepared or preserved otherwise than by vinegar or acetic acid	628	556	905	277,317	325,304	351,331	832	761	1,375

- Import volume
- Trade balance
- Import trends
- Market share
- Average distance
- Concentration of supplier countries
- Tariffs
- Ease of doing business
- Untapped potential



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 **EEN NETWORK**
01

 **UKRAINIAN
EXPORT PORTAL**
02

 **The Supply Chain Resilience platform**
03

B2B AND PARTNERS SEARCH PLATFORMS





THE SUPPLY CHAIN RESILIENCE PLATFORM

MAIN FEATURES OF THE PLATFORM

BUSINESS MATCHMAKING

id eiusmod ex adipisicing reprehenderit
eiusmod veniam velit deserunt nisi eu
anim non qui esse mollit et nisi
deserunt anim consequat

CROSS-BORDER NETWORKING

Build connections with businesses,
industries, support organisations,
academia, and key stakeholders.

OFFERS & REQUESTS PUBLICATION

id eiusmod ex adipisicing reprehenderit
eiusmod veniam velit deserunt nisi eu
anim non qui esse mollit et nisi
deserunt anim consequat

SUPPORT FOR EASTERN PARTNERSHIP COUNTRIES

Helps companies from Eastern
Partnership countries integrate into EU
supply chains, find partners, and
overcome disruptions.



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How to Join the Supply Chain Resilience (SCR) Platform

1. Register

Sign up via the Register button and create your account.

2. Create Your Business Profile

Present your company, offers, and cooperation needs.

👉 At least one Marketplace opportunity is required.

3. Find Partners

Browse verified business profiles and identify potential suppliers, buyers, or partners.

4. Match & Meet

Send meeting requests and join virtual matchmaking meetings via the platform.

Why it matters

- ✓ 1,000+ active users
- ✓ 400+ business profiles
- ✓ Trusted EEN-validated environment

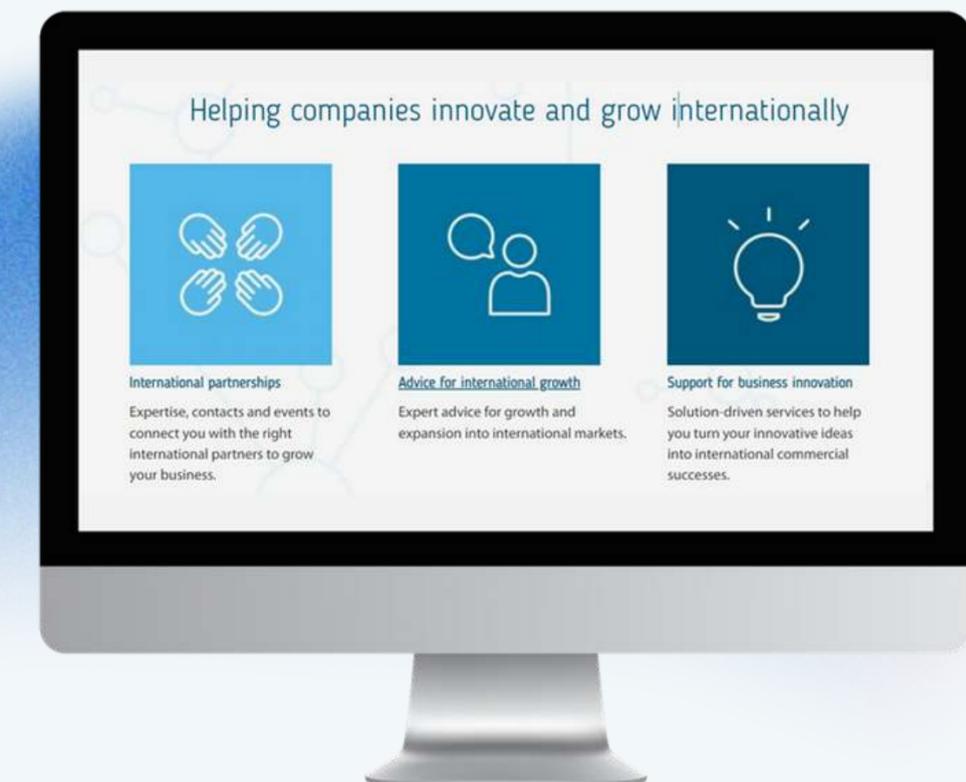
Build resilient international supply chains through cooperation.





EEN PLATFORM

PRESENTATION



THANK YOU

